

### Claims

1. A process for producing an adhesive tape with a stripe-shaped application of the adhesive on a backing material, where  
the backing web is guided past a dip roll which is in contact with the backing web,  
the roll rotates in a bath of adhesive, thereby transferring the adhesive to the roll surface,  
the roll is designed such that after the roll has run through the bath at least one stripe on the roll surface is adhesive-free.
2. The process as claimed in claim 1, wherein the roll surface is completely smooth or wherein in those areas where no adhesive is to be transferred to the backing material grooves are present or these regions have been rendered dehesive.
3. The process as claimed in claim 1, wherein there is located between bath and backing material downstream of the roll in the direction of rotation a comb-shaped stripper whose teeth remove the adhesive in stripe form from the surface of the roll, the depth and the width of the teeth preferably being adjustable.
4. The process as claimed in claim 1, wherein the roll rotates in the web direction.
5. The process as claimed in claim 1, wherein downstream of the roll in the web direction there is a doctor blade.
6. The process as claimed in claim 5, wherein the doctor blade used is a wire doctor blade, composed of a circular rod around which a wire is wrapped, or of a circular rod without a grooved profile, with a groove profile or with a partly grooved profile.
7. The process as claimed in claim 1, wherein substrates used have a viscosity  $< 2000 \text{ mPa}\cdot\text{s}$ .
8. An adhesive tape obtained as set forth in claim 1, the adhesive having been applied in the longitudinal direction to at least one side of the backing material of the adhesive

tape, in the form of a stripe having a lower width than the backing material of the adhesive tape.

9. The adhesive tape as claimed in claim 8, wherein adhesives having a viscosity  
5 < 2000 mPa\*s are used.